



VINTAGE
FAIRE
MODESTO, CA

MARKET PROFILE 2020

MAJOR RETAILERS Dick's Sporting Goods, JCPenney, Macy's Women & Children, Macy's Men & Home

RESTAURANTS & ENTERTAINMENT BJ's Restaurant & Brewhouse, Buckhorn Grill, Buffalo Wild Wings Grill & Bar, Chili's Grill & Bar, Chipotle Mexican Grill, Dave & Busters, Johnny Carino's, Mimi's Bistro + Bakery, Panera Bread, Stonefire Pizza by MidiCi | **FOOD COURT** 8 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 984,000 | **BUILT / RENOVATED** 1977 / 2008

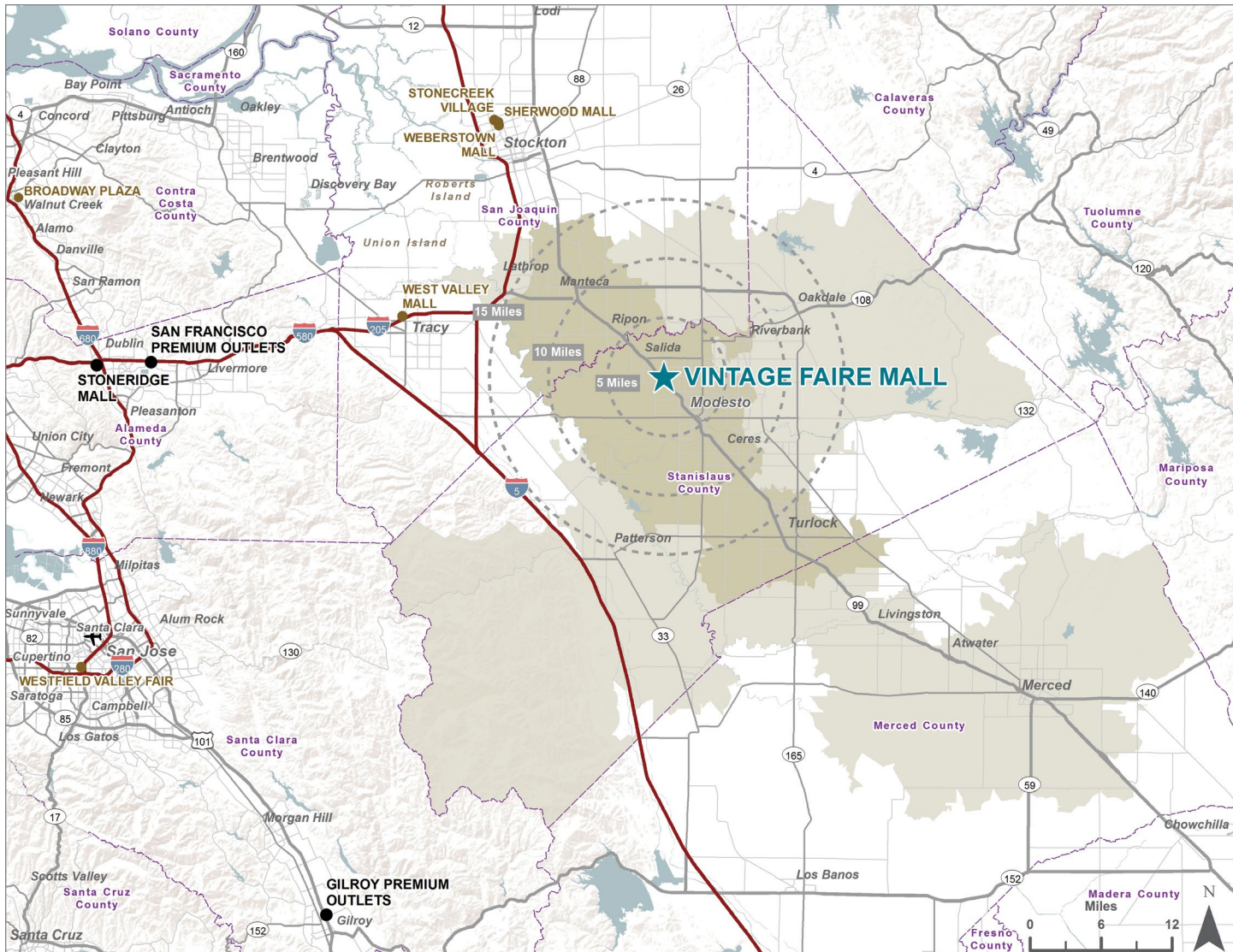
FOR MORE INFORMATION 209-408-1850 | Macerich.com








DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		MODESTO, CA [MSA]	
2019 Total Population		530,220		867,332		548,321	
2024 Total Population		550,408		900,666		566,078	
2019-2024 Population Growth		3.8%		3.8%		3.2%	
HOUSEHOLDS							
2019 Total Households		170,473		272,439		174,927	
2024 Total Households		176,491		282,293		180,248	
2019-2024 Household Growth		3.5%		3.6%		3.0%	
INCOME							
Average Household Income		\$80,873		\$79,565		\$78,351	
Median Household Income		\$60,778		\$59,045		\$59,264	
Per Capita Income		\$26,017		\$25,025		\$25,024	
HOUSEHOLD INCOME RANGES							
\$50,000 +		101,574	59.6%	158,717	58.3%	102,444	58.6%
\$75,000 +		70,564	41.4%	109,330	40.1%	70,259	40.2%
\$100,000 +		46,917	27.5%	72,463	26.6%	46,787	26.7%
\$150,000 +		18,869	11.1%	29,767	10.9%	17,520	10.0%
AGE							
Median Age		34.4		33.6		34.1	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		63,712	18.5%	97,601	17.6%	63,394	17.9%
White Collar		118,222	51.7%	183,042	50.0%	119,254	50.6%
RACE / ETHNICITY							
White		322,451	60.8%	516,965	59.6%	338,095	61.7%
Black		17,545	3.3%	28,658	3.3%	16,358	3.0%
American Indian		6,240	1.2%	10,519	1.2%	6,402	1.2%
Asian		34,637	6.5%	61,555	7.1%	30,651	5.6%
Pacific Islander		4,017	0.8%	5,480	0.6%	4,103	0.7%
Other Race		145,329	27.4%	244,155	28.2%	152,712	27.9%
Hispanic or Latino		243,282	45.9%	419,538	48.4%	260,805	47.6%
Not Hispanic or Latino		286,939	54.1%	447,794	51.6%	287,516	52.4%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		539		2,212		6,833	
Total Employees		6,791		24,182		69,937	
Daytime Population		14,567		71,770		165,611	

TRADE AREA MAP



LEGEND

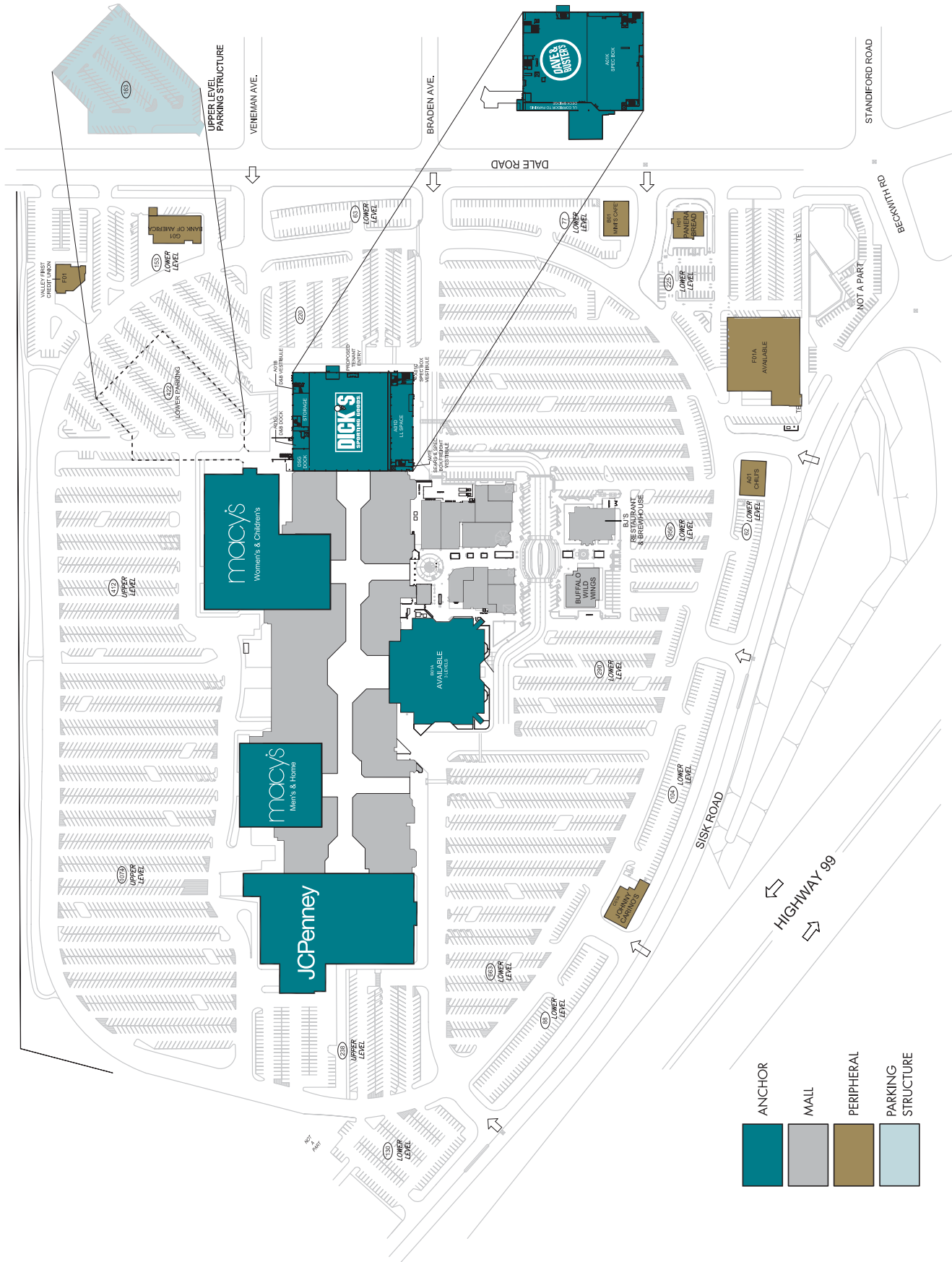
-  VINTAGE FAIRE MALL
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS



10% PCW



UPDATED 3/20



MARKET FACT SHEET

MODESTO IS CENTRALLY LOCATED

IN THE SAN JOAQUIN VALLEY,
ONE OF THE MOST FERTILE
AGRICULTURAL AREAS IN THE U.S.
PRODUCING DAIRY, NUTS (HOME
TO BLUE DIAMOND ALMONDS),
FRUITS, WINE GRAPES AND POULTRY

INTERNATIONALLY RECOGNIZED
CITY OF MODESTO'S
**GRAFFITI SUMMER & AMERICAN
GRAFFITI CELEBRATION**
WITH MORE THAN 1,200
CUSTOM CARS AND
THOUSANDS OF ATTENDEES

DOWNTOWN MODESTO

- VARIETY OF RESTAURANTS AND NIGHT LIFE
- UNDERGOING A REVITALIZATION
- YEAR-ROUND ART WALK
- SEVERAL FESTIVALS AND EVENTS

WORLD'S LARGEST WINERY,
E&J GALLO WINERY STILL CALLS
MODESTO HOME AND PRODUCES OVER
177,000 GALLONS OF WINE ANNUALLY

NEW DEVELOPMENT

2 MILES FROM THE CENTER

96 UNIT MARRIOTT RESIDENCE
INN OPENED APRIL 2018

2 SENIOR CARE HOUSING
COMMUNITIES EMPLOYING
NEARLY 100 PEOPLE

HOME OF THE MODESTO
NUTS, A MINOR LEAGUE
PROFESSIONAL
BASEBALL TEAM
AND 2017'S
**CALIFORNIA LEAGUE
CHAMPIONS**



WITHIN 2 MILES OF VINTAGE FAIR

– 10 HOTELS ARE LOCATED
WITH 1,000 ROOMS

– 40,000 DAYTIME EMPLOYEES

– \$374,000 AVERAGE HOME VALUE

21 COLLEGES AND UNIVERSITIES WITHIN STANISLAUS COUNTY/
SAN JOAQUIN ACCOUNT FOR **OVER 95,000 STUDENTS**

VALLEY CHILDREN'S HOSPITAL **\$25 MILLION** SPECIALTY CARE CENTER
LOCATED 1 MILE FROM VINTAGE FAIRE IS NOW OPEN

MODESTO HAS 76 PARKS SPORTS AND RECREATION ARE A KEY
LIFESTYLE COMPONENT IN MODESTO WITH DOZENS OF FIELDS AND
GOLF COURSES AND MORE THAN 15 MILES OF BIKE PATHS INCLUDING
THE RAPIDLY LENGTHENING PAN CITY VIRGINIA CORRIDOR TRAILWAY

